

GBTEC Expands Global Sales Focus with New Head of Sales International

GBTEC welcomes Irena Simakova as new Head of Sales International. With strong experience scaling global go-to-market teams and a client-first mindset, she will lead international sales growth, expand GBTEC's global presence, and foster deeper alignment between sales and marketing teams to accelerate growth.

Bochum, Germany, June 4, 2025 – GBTEC, a leading SaaS provider in AI-powered business transformation is pleased to announce that Irena Simakova joined the company in May as Head of Sales International, further strengthening its leadership team as it accelerates global expansion.

A seasoned executive with over 20 years of experience in international sales, she brings a wealth of knowledge from leading global SaaS organizations. Now based in London, Simakova offers a unique global perspective, shaped by her upbringing in Europe and professional journey in the U.S. and the UK.

Driving international sales excellence

Simakova's leadership is set to play a pivotal role in building a culture of sales excellence at GBTEC, with a greater focus on client value and operational efficiency. "For me, being a true partner to our clients is key to successful sales," she says. "I'm happy to be part of a skilled team and eager to collaborate closely to deliver strong results."

Her vision includes stronger integration between sales and marketing, a focus on data-driven decision-making, and a collaborative, value-led sales approach that helps clients drive efficiency and achieve their business goals by partnering with GBTEC.

A strong foundation for global growth

"We're thrilled to welcome Irena to GBTEC," says Marc Stromberg, Key Account Manager and Co-Founder of GBTEC. "Her deep industry expertise, global mindset, and focus on client value make her an ideal fit to lead our international sales strategy."

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With Irena Simakova's appointment, GBTEC reinforces its commitment to global growth by investing in strong, hands-on leadership to support its international growth journey and deliver lasting value to customers worldwide.

About GBTEC Group

GBTEC is a leading provider of SaaS software in the fields of Business Process Management (BPM), Enterprise Architecture Management (EAM), Digital Process Automation (DPA), and Governance, Risk, and Compliance (GRC). The extensive product portfolio of GBTEC includes Business Process Design & Modeling, Process Execution, Process Mining, as well as Governance, Risk, and Compliance (GRC). The company is known for its modern and user-friendly products, which are based on no-code and low-code technologies and a state-of-the-art product platform. Customers also benefit from competent customer support and comprehensive training offerings. The products of GBTEC are used by companies of all sizes, from SMEs to Fortune 500 companies, as well as by public institutions. The company is headquartered in Bochum and employs around 300 employees at locations in the DACH region, Spain, Australia, the UK and the USA. For more information, see <https://www.gbtec.com/>.

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